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# The REPORTER

of Direct Mail Advertising



A million home-hungry young couples are keeping scrap books; scanning the magazines—planning for the day when their longed-for DREAM HOME can be translated from a blueprint into reality!

*For a timely story on Direct Mail's place in Postwar Public Relations,  
see Paul Bolton's article starting on Page 3*

**A Report on July, 1945  
Direct Mail Activities**

# PAPER HAS PLENTY OF CREDITS

NAME \_\_\_\_\_ SERIAL No. \_\_\_\_\_ ARM OF SERVICE \_\_\_\_\_

MOS TITLE \_\_\_\_\_ TYPE OF CREDIT \_\_\_\_\_ NUMBER \_\_\_\_\_

1. SERVICE CREDIT  
(Number of months in Army since September 16, 1948.)

2. OVERSEAS CREDIT  
(Number of months served overseas.)

3. COMBAT CREDIT  
(Number of decorations and bronze service stars.)

4. PARENTHOOD CREDIT  
(Number of children under 18 years old.)

Total \_\_\_\_\_

Certified by \_\_\_\_\_

**ADJUSTED SERVICE RATING CARD**

W.D., A.G. O.  
Form No. 100  
20 Aug. 1941

For instructions see reverse side.

It was paper that brought to Congress the first bill providing for our defense against aggressors. And finally upon paper the war lords of Japan will sign acceptance of unconditional surrender. During all these years paper has helped fight this war on every front. Its 700,000 war uses place paper high in the list of those with many service credits. Paper will stay at war until the last man comes home, then it, too, will return to the greater task of serving an industrious people at peace.

THE *Champion Paper* AND FIBRE COMPANY... HAMILTON, OHIO



Manufacturers of advertisers' and publishers' coated and uncoated papers, bristols, bonds, envelope papers, tablet writing and papeteries . . . 2,000,000 pounds a day  
MILLS AT HAMILTON, OHIO . . . CANTON, N. C. . . HOUSTON, TEXAS

District Sales Offices

NEW YORK • CHICAGO • PHILADELPHIA • CLEVELAND • BOSTON • ST. LOUIS • CINCINNATI • ATLANTA

# Direct Mail Force and Velocity

Should Be Important Factors In Your

## PUBLIC RELATIONS PROGRAM

By PAUL H. BOLTON

Vice President, Home Builders' Research Institute, Inc.  
Secretary American Public Relations Association, Washington, D. C.

TODAY an unusually high "Hooper rating" is being given to the term "PUBLIC RELATIONS." It's a war emphasis of course, because *propaganda* is in bad repute and *publicity* connotes a desire or plan to "sell something." Thus the Army and Navy and Office of War Information, to say nothing of all the alphabetical government agencies, have settled on "PUBLIC RELATIONS" and it is here to stay—destined to be carried in boldface in all of the dictionaries of business and promotion in the postwar era.

Last Sunday I took Henry Hoke's splendid *Reporter Study Course in Direct Mail Advertising* out of my bookcase and spent several hours in re-reading its chapters. For several years I have been using it as a reference textbook in my classes in Advanced Advertising, which I have been teaching as a hobby in an Ohio college for the past 16 years before coming to Washington. But this time I was looking through it for *Public Relations* ideas, suggestions, techniques and applications. The term was lacking which proves further that the flair for its wide use is very recent, but there was plenty of its procedure scattered through every chapter. Right up front in Chapter 1 is a section captioned: "Direct Advertising's Place Among the Major Media" that serves eloquently to confirm the theory I am hoping to stress in these few paragraphs.

Direct Mail advertising is being used in a

tremendous way as the vehicle for many phases of effective Public Relations practice, but the creators of Direct Mail have largely been afraid of the term, hesitant to spotlight its importance—and meanwhile both business and the public have been thinking of radio, motion pictures, press releases in newspapers and magazines—as the primary tools to be used in this new approach to the many divisions of the Public.

**Reporter's Note:** Several people, recently, have suggested that we should devote more space to discussions of Direct Mail's place in Public Relations programs. So . . . here is a starter. And Paul Bolton knows the subject well. He did an outstanding job in handling public relations for the Office of Defense Transportation (and you know how he capitalized on the use of the mail). Later, Paul helped to organize the American Public Relations Association. He is now handling public relations for the Home Builders' Research Institute of Washington, D. C. If his article printed here provokes your interest . . . we'll be glad to have letters on the subject.

It is time right now for someone to boldly insist that Public Relations *does not mean free publicity!* On the contrary, it does mean the science of attitude control—the method by which every phase of human endeavor is keyed to man's wants and brought to and sustained in public favor.

Skilled technicians in the engineering of public opinion have taken the long-tested, proven tools—prominently including Direct Mail techniques and applications—and have focused their effectiveness

on the task of building good will and translating it into public action. The formula has had many names. It has been designated as consumer education, the engineering of consent, opinion management, and now it responds most widely to the term: PUBLIC RELATIONS.

It actually does not matter a great deal which name we use. But it does matter tremendously that such activity be intelligently carried out, and that business, industry—in fact, the advertising and publishing profession—does not gain



a distorted impression of the methods and media while toying with a new caption.

Specifically, Public Relations is the operating philosophy of good management. It is the technique of maintaining mutually satisfactory relations with all segments or divisions of the public with which your business or industry comes in contact. Public Relations in action familiarizes the public as to how a business or industry serves the individual, the community, other businesses or other industries.

In the planning stage, Public Relations is first a matter of clear-cut *policy*. It calls for a positive point of view. It starts by asking the question: What are the policies which govern the conduct of this business? Are they sound? Will the public approve? Often it is perfectly amazing to see what small things in a company's practices are directly involved in its Public Relations. The fact is that almost everything about a company, including even the attitude of its employees toward the company outside of working hours, is reflected in the net effect of what people think about it.

In its broad aspects, Public Relations is not any one specific release, statement or effort that can be applied to one particular phase of business; nor is it an umbrella covering everything but touching nothing. I like to think of it rather as a fundamental attitude, a philosophy of management, which deliberately and with enlightened selfishness places the broad interest of the public first in every decision affecting the operation of the business.

To put effective Public Relations into successful daily use and practice, you must clearly understand just what is meant by your PUBLICS—and be sure the word is plural! It means all of those people with whom your company, its name, its products or services come in contact. It reaches beyond those groups to include as well all those who hear about you, or whose opinions or actions can in any way affect you or be influenced by your institution.

Right here is a good place to ask: Who has gone to greater lengths in classifying the divisions of the PUBLICS than the skilled user of Direct Mail advertising, whose list divisions are marvels of specialized analysis? The famous D.M.A.A. Chart which dramatizes the "49 Ways Direct Mail Can Be Put To Work In Your Business"—can almost be re-captioned as "49 Public Rela-

tions Applications of Direct Mail In Action." So the new Chapter on Public Relations which I hope Henry Hoke will add to his postwar revised edition of the "Reporter Study Course in Direct Mail"—can be titled the "Main Entrance to Direct Mail Opportunities."

During the past two years the Graphic Arts Victory Committee has conducted a splendid research laboratory of case examples in the field of Direct Mail effectiveness, practically every one being in the category of Public Relations. To begin with, the GUIDE was issued as the Catalog of Public Relations opportunities for business to embrace in tying their messages into the war effort campaigns.

Results were seen in abundance. If you ever discover a skeptic, just give him the full story of the ODT "Conventions-by-Mail" Campaign that was entirely a Direct Mail effort. The recent crisis in troop transportation facilities, serves to intensify appreciation of the marvelous results it achieved, and to rebuke the Government agencies involved for not maintaining the velocity of results which GAVC inspired and which admittedly saved more seats for soldiers than any other idea put into effect. It was an ideal example of Direct Mail Public Relations in action!

Since my own efforts in the field of Public Relations have long been focused upon the Home Building and Building Materials fields, I am naturally inclined to point to this industry for a graphic example of postwar opportunity as well as a challenge to the uses of Direct Mail. As we enter the years of conversion and peacetime readjustment—America's second largest business will be HOMES. Shelter is second only to food in dollar volume, in demand and in business opportunity. The figures are colossal, no matter where quoted or who quotes them, the conservative estimate resting close to an average potential of *a million homes a year for the ten postwar years*.

Into the industry's crowded lap—on the heels of wartime restrictions and a vast backlog of pent-up demand—has come the G. I. Bill of Rights which guarantees the mortgage loan of the first \$2,000.00 for returning service men and women. This puts more prospects in position to acquire new homes, and makes more individuals financially able to lay the money down on the line for HOME construction—all at one time—than has ever been the case in the entire world's history.



So today, literally millions of home-hungry young brides, and older ones too, are keeping scrap books, scanning the magazines, planning for the day to come when their "Dream Home" can be translated from a blueprint to a reality. What a tremendous challenge to the more than 100 businesses and industries related to home construction and *WHAT A TREMENDOUS DIRECT MAIL PUBLIC RELATIONS OPPORTUNITY!*

To stress the uses and applications of Direct Mail to the readers of *The Reporter* is of course a flagrant example of "electroplating the lily." But to italicize the fact that Direct Mail is a vital, important and indispensable medium of Public Relations practice at one of its most efficient levels—is pointing a needed finger at one of the great postwar services that Direct Mail can and will render to every type and category of business and industry.

I like that word *DIRECT*—it implies the shortest distance between the man with the message and the one to whom it is directed. Perhaps this is one of the keys to a greater and more effective

use and appreciation of the use of Direct Mail as a medium of good Public Relations.

The American Public Relations Association, whose headquarters are in the Nation's Capitol, has recently announced an important series of Awards to be made early in 1946, for the most outstanding achievements in the field of Public Relations during the current year. The trophy awards will be magnificent, gleaming silver "Oscars"—the judges are outstanding leaders in their respective Public Relations fields. And it is my firm conviction as well as sincere hope that many of the final winners will be among those who wisely use and effectively put into action the power of Direct Mail.

An Army Public Relations Major recently challenged me to accurately define Public Relations. He wanted a definition that would satisfy all uses, that would truly convey to the layman the meaning and use of this great new fundamental. The academic definitions failed to satisfy him, so I finally gave him that classic verse that to me pictures the inspiring story of the power of Direct Mail just as eloquently as it mirrors Public Relations accomplishment. It goes like this:

"Drop a pebble in the water  
just a splash and it is gone,  
But there's half a hundred ripples circling on, and on, and on,  
Spreading, spreading from the center, flowing on out to the sea,  
And there ain't no way of telling where the end is going to be.

Drop a pebble in the water—in a minute you forget,  
But there's little waves a-flowing and there's ripples circling yet;  
All the ripples flowing, flowing, to a mighty wave have grown,  
And you've disturbed a mighty river  
just by dropping in a stone!"

# Seven Guides

## To Friendly, Effective Letters

By JAMES F. GRADY

Each day during the year ended June 30, 1944, sixty million letters carried their messages to or from men and women in the armed forces, business firms, and friends. The Post Office Department reports that the total first-class mail of twenty-three billion pieces for the past year is an increase of three billion over the previous year. This total includes air mail letters and servicemen's free mail.

All of us at times ask ourselves: What shall I say? How shall I begin my letter? Why can't I write letters like Mr. Black's or Mrs. Brown's? You can write friendly, natural, effective letters and, moreover, you can enjoy writing or dictating letters.

Let's drop in on Tom Smith and listen to him dictating a letter.

"Your recent letter has been received and given our most careful attention.

"It is against our policy to accept returned merchandise after five days and therefore we do not see fit to give you credit. We wish to advise that. . ."

Tom Smith grimly continued his dictation. It was close to quitting time, and he was anxious to finish what to him was an unpleasant task which he put off as long as possible. He wished he could talk to Mr. Brown instead of writing to him. Talking with a customer, even on the telephone, was interesting and satisfying. But dictating a letter was different.

Why was it different? Why did Tom seem arbitrary, indifferent, and pompous in his letters when actually he was likable, friendly, and cooperative? Because Tom had imitated the letters dictated by his chief and his co-workers—the "company's style," as he thought.

Tom's letter was one of many thousands sent out by his company each week. And the company's reputation for efficient and courteous service is built—or broken—by these

**Editor's Note:** In our report last month on the training program of the Department of Agriculture, we described the Letter Writing Course prepared by James F. Grady. This month, we can give you a new article by the same Jim Grady who is now with Wallace Clark & Company, Consulting Management Engineers, 521 Fifth Avenue, New York 17, N. Y. Even though this article is general in nature—it may pave the way to a new idea we have in mind for *The Reporter* in postwar days . . . a monthly department on correspondence supervision, with detailed corrections and analysis of specimens submitted by readers. How many would like that innovation?

written **representatives**. Effective letters increase business, make friends, and build good will.

The methods or guides suggested in this article have helped Tom Smith to put **himself** into his letters and to get satisfaction from dictating friendly, natural, and effective letters. They have helped more than 45,000 other letter writers, from major executives to beginning correspondents, in insurance companies, department stores, banks, railroads, government agencies, co-operatives, and public utilities.

Whether you are a housewife with occasional business or social correspondence, a Congressman whose letters may mean votes, a doctor, lawyer, engineer, clergyman, salesman, whatever your occupation—these guides will point the way to simpler methods of writing better letters.

Guide No. 1: In your mind's eye, see your reader—his strong points and weaknesses, his needs and wants, his language, the words to which he will respond. Direct your message in **talking** words to his interests.

In his great novel, "Anthony Adverse", Hervey Allen had this guide in mind when he wrote of Anthony: "He always strove to see the men to whom the letters were addressed. He learned all he could about them from the captains who dealt with them and from the files of correspondence in the vault."

Your first step then is to get a mental photograph of your reader.

Guide No. 2: Put your **best** self into your letters. Courtesy and forcefulness are not incompatible.

You may rightly resent unfair statements or insinuations, but you will gain nothing by replying in kind to an unreasonable or offensive letter. As Abraham Lincoln advised, write in anger if you must, but be sure to mail the letter in the wastebasket.

Or as Andrew Jackson's mother wrote to him: "Never wound the feelings of others. Never brook wanton outrage upon your own feelings. If you ever have to vindicate your feelings or defend your honor, do it calmly. If angry at first, **wait till your wrath cools** before you proceed."

This counsel might well have been observed by the collection correspondent who dictated the following letter:

"Ever since last December, you have promised and promised to take care of your account. Isn't your word any good? We have written you several letters and you have not had the courtesy to even answer the letters."

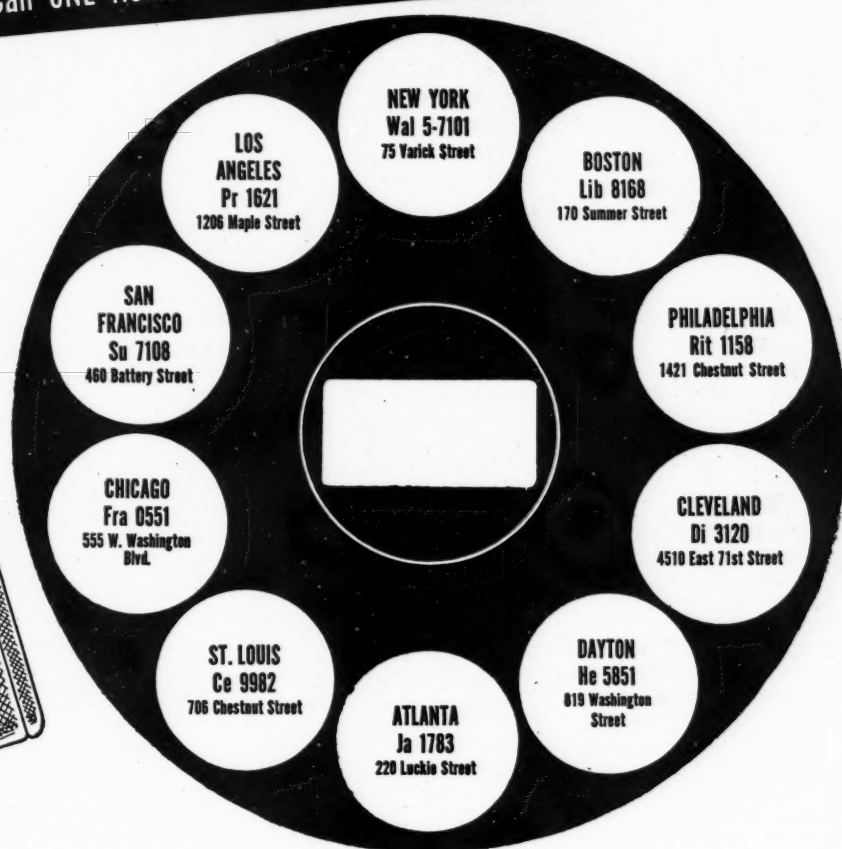
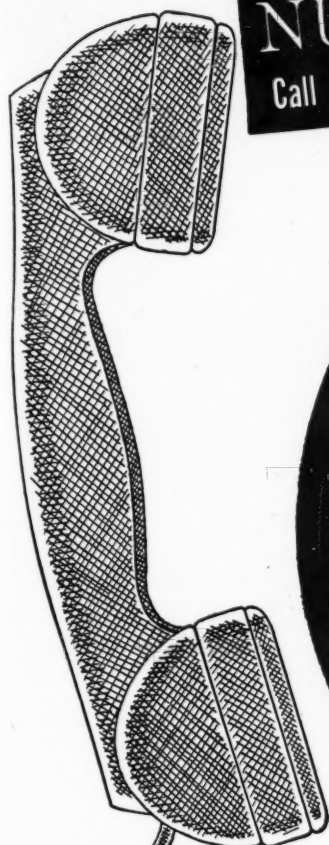
Here are a few more excerpts from inappropriately toned letters.

**Insulting:** "Frankly your **contention** is so **ridiculous** that we are completely at a loss to understand it. It seems perfectly evident that you were **confused** . . ."

**Petulant and selfish:** "You have caused us a great deal of trouble by your failure to answer our letters."

# NUMBER PLEASE?

Call ONE NUMBER for either Harris or Seybold

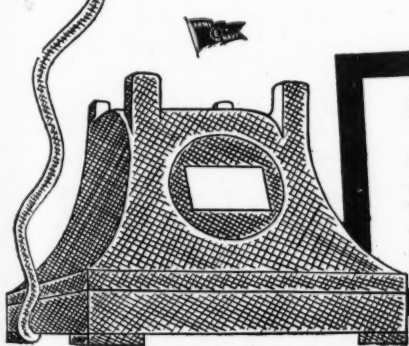


Throughout the country, Seybold cutters, trimmers, Wright paper drills, Morrison wire stitchers and other Seybold products, are now sold and serviced direct by factory representatives.

Direct contact has always been the policy of the Harris Division in the sale and service of its presses; the two sales organizations are now merged.

The high standards of Harris service, which are recognized everywhere, are to be maintained for all Seybold products as well. Our "know-how" and full responsibility are back of every Harris and Seybold product in use.

In the period of reconversion just ahead, all inquiries about Harris and Seybold products will receive prompt and attentive consideration from direct factory representatives.



## HARRIS • SEYBOLD • POTTER COMPANY

**HARRIS DIVISION**  
**CLEVELAND 5, OHIO**  
*Manufacturers of*  
**OFFSET LITHOGRAPHIC**  
**LETTERPRESS AND GRAYURE**  
**PRINTING MACHINERY**

**SEYBOLD DIVISION**  
**DAYTON F7, OHIO**  
*Manufacturers of*  
**PAPER CUTTERS AND TRIMMERS**  
**KNIFE GRINDERS • WIRE STITCHERS**  
**PAPER DRILLING MACHINES**



**Arbitrary:** "We do not see fit to accept mail orders for this merchandise."

**Tactless:** "Your statement about the treatment you received from one of our employees is indeed surprising because we instruct all our employees to be civil, kindly, and thoughtful, even under the most trying circumstances."

**Insincere and affected:** "I was so disappointed to find that your illness prevented my conferring with you. However, the joy that all were expressing about your improved condition helped make up for that disappointment."

**Talking down:** "You will understand, after further thought, that we are not able . . ."

A courteous tone is appropriate at all times. That courtesy is good business is indicated by the fact that the people of the United States pay more than ten million dollars a year in telegraph tolls to add the word "please" to their messages. Courtesy—used in the best sense of the word—is not incompatible with firmness and forcefulness.

If you put your best self into your letters, you will not use shop-worn or stilted phrases like those in Tom Smith's letter. "Please be advised that your order was shipped on June 1." "The writer wishes to state that he will be glad to attend the meeting on October 15." A secretary would be astonished to hear her boss talk this lingo in a personal interview or a telephone conversation. Yet she dutifully records it in her shorthand notes and later it comes forth in a letter—an example of so-called "business English". In a face-to-face or telephone conversation, her boss would omit the stilted windup and probably say: "Your order was shipped on June 1" and "I shall be glad to attend the meeting on October 15."

Stilted and shop-worn expressions sap the life from your message and lull your reader to sleep instead of moving him to action. What mental picture of your correspondent do you get when you read:

"To your favor of the 4th instant, making reference to the above-mentioned William Brown, I respond as next hereinafter set forth."

The correspondent, I found when I met him a few weeks later, was a normal, 25-year old man who used simple, **talking** English in his conversation, but who dictated what he considered **business English**.

The habit of using stereotyped phrases results in illogical as well as dull letters. "Thanking you in advance for all past favors, we remain," was the startling close of one letter. Another equally absurd letter was sent by a firm of dress manufacturers to a near-bankrupt businessman:

"We regret to advise that we will not ship the order for five dozen style #645 which we received today by mail.

"For your information, beg to call to your attention that the transactions which we had with you last season did not turn out satisfactory and for that reason beg to advise that we are not interested in receiving any business from you.

"Thanking you in advance for your future patronage, we are"

Be yourself—your best self, and your letters will be simple, friendly, and courteous.

Guide No. 3: Give your reader all the information he needs. Take another look at your mental photograph of him, and ask yourself: Is this letter a complete and convincing statement? Will it answer all the questions in his mind? Will he know what to do and how to do it? In answering letters of inquiry, be on the lookout for questions that are only implied or not clearly stated. By doing this and by anticipating further inquiries, you will reduce the number of letters to be exchanged on the subject.

Guide No. 4: Conserve your words and your reader's time. Don't expect him to plow through a lot of non-essential facts or windy phrases. Only the facts that deal directly with the subject from his viewpoint will hold your reader's interest. Many correspondents use words needlessly in the opening paragraph as in the following example:

"This is with reference to your letter of October 2 in which you asked us to renew the insurance policy on your automobile. In accordance with your request, we have

today renewed the above-mentioned policy."

All essential facts are given in the following revision which begins with the action taken in response to the policyholder's request:

"Your automobile insurance policy has been renewed, as you requested in your letter of October 2."

The following opening paragraph from a loan company's letter illustrates what happened in one case when the common and wasteful practice of repeating or paraphrasing the incoming letter was carried to its logical conclusion:

"We have your letter of May 23 and note that you have a loan on your home; that your husband obtained a loan which is held by the Blank Corporation; that you have had poor eyesight and your husband has had neuritis; that you have had business difficulties; that your husband has been unable to pay the loan and is being pressed for payment; and that you are renting your home to tourists to make a living."

The woman had merely asked for an extension of the loan. Obviously, details such as her poor eyesight, her husband's neuritis, and the fact that they are renting rooms to tourists, are inappropriate in the reply.

Be thrifty, not **stingy**, with words. Use all that are necessary for the purpose and tone of your letter, but use no more.

Here's an added reason for making your letters concise. Surveys of the correspondence of business organizations have shown that the length of typical letters can be reduced at least 40 per cent, **on the average**, and their effectiveness materially increased, if non-essential facts and words are omitted. One company, with a weekly mailing of 10,500 letters, estimated a weekly saving of \$2,700 after its correspondents had been trained during a three-month period to include only essential facts and phrases in their letters. The savings were an unexpected by-product of the attempt to increase sales, improve collections, and build good will through better letters.

Guide No. 5: Make your letters so clear that your reader cannot **misunderstand** you.



# KEEPING IN TOUCH



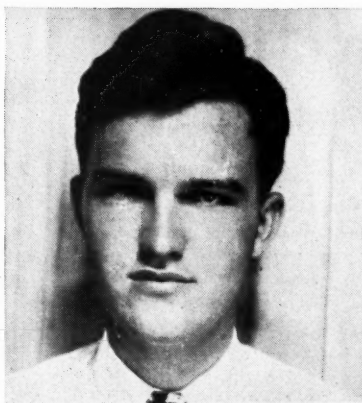
PREPARED BY INTERNATIONAL PRINTING INK DIVISION OF INTERCHEMICAL CORPORATION

JULY 1945

## THE "BIG 3" ESSAY CONTEST WINNERS



*Paul Broman, Central High School, Duluth, Minn. won the first prize of a \$500 War Bond.*



*Second prize of a \$200 War Bond was won by Sammy Shannon, Murphy High School, Mobile, Ala.*



*To the third prize winner, Henry N. Taylor, Groton School, Groton, Mass., went a \$100 Bond.*

### Gopher State Resident Captures Top Honors

Announcement of the prize winners in the Ninth Printing Essay Contest, sponsored by International Printing Ink in cooperation with the National Graphic Arts Education Association, has just recently been made by the judges.

Leading the winners, in one of the closest contests the series has seen, was Paul Broman of Duluth, Minnesota, followed by Sammy Shannon of Mobile, Alabama. Third prize went to Henry N. Taylor of Groton, Mass., while the fourth prize of a \$50 War Bond was awarded to George Edward Ehrlich of Newark, New Jersey. Fifth prize of a \$25 War Bond was captured by J. David Tregurtha of Trenton, New Jersey. Five dollars in War Stamps was awarded each of the 25 runners-up.

#### Third of U. S. Covered

The subject of the contest, "Printing in the Postwar World", inspired entries from nearly a third of the United States, in addition to Canada.

Since the inception of these contests nine years ago, nearly 25,000 essays have been written by our American youth on subjects pertaining to the Graphic Arts, and the part played by

printing in national and international affairs.

These contests have brought letters of praise and endorsement from teachers and leaders in every branch of the Graphic Arts Industry.

#### Prominent Men Act as Jurors

Serving for the ninth year as Chairman of the judging committee, Harry L. Gage, Vice President of Mergenthaler Linotype Company, was assisted by such outstanding men as Dr. Howard T. Hovde, Research Fellow, Graduate School of Business Administration, Harvard University; the Hon. A. E. Giegengack, United States Public Printer; Dr. Webster N. Jones, Director of the College of Engineering, Carnegie Institute of Technology; and Beardsley Ruml, Treasurer of R. H. Macy Company, New York City, and author of the Ruml Plan.

#### Canada Takes Silver Cup

The School of Graphic Arts, Montreal, Canada, walked off with the special prize of a Silver Cup for the best printed essay. The essay, written by Lawrence

Carpman, was printed, bound and designed by the students of the school.

#### Special Prizes for 10th Anniversary Contest

The 1945-46 Contest will mark the Tenth Anniversary of the IPI Essay Printing Contests. Additional essay prizes, with a special Grand Prize to commemorate the occasion, will be featured. Announcements of the contest, the subject of which will be "Printing and World Peace", will be sent out early in the fall.

#### Who May Enter

Entrants must be registered students in the freshman, sophomore, junior or senior class of an accredited high school, trade school or preparatory school in the United States or Canada. Junior high school students in the ninth grade may enter. Entrants must not be more than 21 years old on December 1, 1945, and students below the ninth grade are not eligible.

Schools that have not competed in previous contests are urged to send their names to: International Printing Ink, Empire State Building, New York 1, N. Y. Those schools that qualify will receive announcements in the fall.

**PUT A WAR MESSAGE INTO EVERY PIECE OF PRINTING**

For source material, write GAVC, 17 E. 42d Street, New York

Clearness requires, first, that you know thoroughly the facts you are discussing—policies, regulations, and all the circumstances of the case. Clear writing is impossible without clear thinking. And clear thinking depends on the completeness and accuracy of your information. Clearness requires, finally, that you present the necessary facts in easily understood words and sentences.

Letter writers who direct their message to the reader's point of view and to his vocabulary do not, in writing to a layman, request him to "liquidate your delinquency" or to "send us a substantial curtailment". The customer who was asked "to liquidate your delinquency" would have understood "to pay the amount due (or past due)." And "a payment of at least \$20" or "to reduce, by at least \$20, the amount you owe us" would have been clearer and more likely to bring in a check than "send us a substantial curtailment".

One correspondent puzzled the reader by referring to the "penultimate paragraph of your letter" when the "next-to-the-last paragraph" or "the fourth (fifth, etc.) paragraph" would have conveyed the thought accurately and clearly. A favorite word of another correspondent was "antepenultimate". Typical of his style was this excerpt from one of his letters:

"A letter **emanating** in this office on December 9 was intended to answer the questions **propounded** in your letter of December 6."

A **stuffed-shirt**, his correspondents called this victim of the "business English" cult. In a personal visit, this Philadelphian (in whose home I have been a guest) would have said:

"Our letter of December 9 was intended to answer the questions which you asked in your letter of December 6."

The list of words likely to confuse many readers is almost endless, with "consummate, reamortization, dichotomy, periphery, accrument, above-captioned", to mention only a few more of those which I have seen in replies to simply expressed inquiries. Frequently the incoming letters were "fisted out", as one executive told his department heads,

in pencil on wrapping paper. And they were usually direct and clear, in sharp contrast to the language of the replies.

The need for adapting our language to the vocabulary of the reader is dramatically emphasized by the following pathetic reply to a letter written by one company. This company's letter had carried a subject line above the body and, in the text, had referred to "the above-captioned application."

"I received yours of Sept. 27 saying that my RE application No. 48027 was captioned and I have not heard any more from it yet so I am asking you to please quote me at once who had it captioned and what was it captioned for write me of the details do not hide the matter from me any longer oblige yours . . ."

Technical terms and other words with specialized meanings usually go over the head of the reader and confuse him. If you are not certain that your reader knows these words, use substitutes that will be readily understood. A message in words of one or two syllables not only is clearer; it takes on added strength because of its simplicity.

Faulty sentence structure frequently causes muddiness. Just as each word should carry an idea to the reader, so should a group of words convey a thought—a complete thought which makes sense. At the first reading, or even the second, can you be sure of the meaning of this so-called sentence: "Your letter of October 20 relative to Mr. Blank's application which I returned without comment received?" In this case the writer meant to say: "Mr. Blank's application, about which you wrote on October 20, was returned to you without comment on October 15."

Even though a sentence conforms to all other standards for clarity, it may confuse the reader if it is too long. Lest you lose your breath and your reader's patience, do not dictate marathon sentences. More periods will help to hold your reader's interest.

Guide No. 6: Be sure that your facts are accurate. Never use lack of time as an excuse for not digging up all the facts. You will save time in the end—and gain the respect and confidence of your reader—by

making sure that your letter is correct.

Correctness also applies to grammar, spelling, and punctuation as well as to policy and other factual statements. Misspellings or misleading punctuation may divert the reader's attention from the message and lessen his respect for your standards of thoroughness and accuracy. More important, they may cause actual misstatements. For example, observe the different meaning that resulted from the misspelling of one word:

"You have **now** fulfilled the first requirement for membership . . ."

"You have **not** fulfilled the first requirement for membership . . ."

Failure to read letters carefully before signing them often provides a note of humor, but this is not likely to contribute to the effectiveness of your letters. One lawyer who used the term "subordination agreement" in dictating a large number of letters did not realize for some time that his stenographer had been typing "insubordination agreement." Another dictator signed a letter which read, "We waived the matter thoroughly before coming to our decision."

Guide No. 7: Answer letters promptly.

Courtesy as well as good business demands that we answer letters promptly. Orders may be lost and ill will caused by letters which arrive too late. The longer a customer with a grievance has to wait for a reply, the more difficult is our job of reasoning with him and regaining his good will. Few will write as mildly as did the man whose check was delayed 22 days after the date on which it had been promised to him. His entire letter follows:

"Get hold of a Bible somewhere and look up Psalm 22, Verse 1."

Psalm 22, Verse 1, the correspondent learned, read as follows:

"My God, My God, Why hast thou forsaken me?"

These guides to effective letter writing may be summed up briefly. Your letter is **your representative**. To carry your message clearly and to obtain the response you want, your letter should be the result of careful thought. Before you begin



to dictate or write, be sure to decide exactly what you are going to say. Above all, put yourself in the position of your reader and see how you would react if you received such a letter. Finally, be yourself.

To the person who can cut loose from the "business English" cult and put **himself** into his message, these guides point the way to letters which will be welcome visitors in offices and homes. And they point the way to better use of manpower and womanpower, critically needed for productive war work, but now spending a part of each day dictating, typing, reviewing, and, as recipients, reading unnecessarily long and involved letters. These guides will not only save time, paper, and money, but they will gain recognition and advancement for the man or woman whose letters are clear, accurate, concise, cordial, and persuasive.

#### U.T.A. HAS A NEW NAME

By 829 affirmative votes (mostly "proxies") and no member dissenting, the Printing Industry of America, Inc. was formed in Washington on July 12th, 1945, at a special meeting of the U.T.A. membership. The formation of Printing Industry of America, Inc. is the result of long months of effort on the part of United Typothetae of America and the Joint Committee on Government Relations of the Commercial Printing Industry.

#### KIND WORDS DEPARTMENT

Henry Hoke, Publisher  
Reporter of  
Direct Mail Advertising  
17 East 42nd Street  
New York 17, New York

Gentlemen:

We would like to order a second copy of your May, 1945 issue of **REPORTER OF DIRECT MAIL ADVERTISING**. It is so interesting to so many different people in our organization, that we feel we should have another copy.

Grieg Aspnes, Librarian  
Brown & Bigelow  
St. Paul 4, Minnesota

**THE REPORTER**

# STOP SPOILAGE! GO AFTER QUALITY!

## USE MERCURY PRODUCTS

### MERCURY-LITH ROLLERS FOR MULTILITHING MACHINES

These rollers eliminate much paper-spoilage, deliver clear, clean impressions with a minimum of press adjustment. Longer-lived, too!

### MERCURY-LITH BLANKETS FOR MULTILITHING MACHINES

Equip your machines with the blanket made from same materials and on same principle as giant lithographing blankets for multi-color presses! This deluxe product costs you nothing extra.

### MERCURY-GRAPH ROLLERS FOR MULTIGRAPHING MACHINES

Less trouble, less expenditure of time, more good, snappy reproductions—these are your gains when you switch to Mercury-Graph Rollers. See the difference.

## RAPID ROLLER COMPANY

D. M. RAPPORT, Pres.

Federal at 26th Street,

CHICAGO

# Description of a House Magazine Editor

He must be an "All-Around Man" says the current issue of STET, the house magazine for house magazine editors, published monthly by The Champion Paper and Fibre Co., Hamilton, Ohio. Here are the two important subdivisions of the report.

## As Some See Him

To start the outline of our typical house magazine editor, here are a few definitions we have encountered:

1. A house magazine editor is a dead body over which the third vice-president in charge of something or other said he would go, and did, to get his message printed.

2. A house magazine editor is a fellow who worries more about misplaced commas than he does about misplaced editorial judgment.

3. An editor is a fellow who rewrites the president's annual message because it is a little rough in spots and wonders how the man could get so far in the company without being able to write better than that.

4. An editor is a close watcher of costs who tells the engraver that engravings are costing too much and then sends up a layout requiring highlight, silhouette, combination halftone and line, with a potential of \$16 worth of time charges, including inserting extra negatives, notching, and flush to left, slug the base.

5. An editor is an easy-going gent who tells the printer to set the copy in whatever fits, then has it changed because he doesn't like it.

6. An editor is a martyr who knows he could be a big-shot in the company but says he is sacrificing the opportunity to his insatiable appetite for creative effort, which he secretly believes sets him a little apart from the plain business man.

7. An editor is a fellow who changes everyone else's copy, but yells bloody murder when some executive changes his copy.

There's an element of facetiousness in these definitions—but there's some sardonic truth in every one of them too. To be more specific, let's fill in the details of the portrait of the real house magazine editor, with all the multitude of accomplishments which make him successful.

## As He Should Be

1. A house magazine editor must be a good reporter. He must have

news sense, be able to track down and develop a story which would escape the notice of the layman. People with a well-developed bump of curiosity, a keenly cultivated habit of observing make the best reporters. He must be able to recognize news values, human interest values—story values, not only in the things he reports himself, but in those of other reporters whose writings he handles.

2. A house magazine editor must be a good writer, skillful in the art of creating and sustaining interest. He must know the journalistic techniques of presenting facts in the most interesting and stimulating way—and he must practice these techniques. He must know how to write attention compelling headlines and leads. If he writes most of the publication himself, he must be able to change the pace of the editorial content lest it become sheer monotony. If he is responsible for the publication of the writings of others (reporters, executives, contributors), he must know good writing in order to keep out that which will lower the reader interest in his publication.

3. A house magazine editor must be a good copy and proof reader. Copy and proof reading is a highly technical profession in itself, with its own union and its own wealth of tradition built up over many years of practice. A good copy reader knows in the smallest detail the style of words, punctuation, spelling, grammar and typography of the publication upon which he's working. In addition, his knowledge covers a vast range of information, so that he may make many corrections in misstatements of facts quickly and accurately. He must be able to find information which is lacking in a story and verification of facts which are in doubt in his mind through sources to which he is constantly adding, without spending too much time or bothering too many people to do so.

4. A house magazine editor must be a good layout man. Many editors employ layout artists to execute their pages for them. But such artists are usually not editors; they merely endeavor to translate the ideas of the editor in terms of line and mass and color. Unless the editor himself has a good sense of proportion about these things, even though he may not be able to draw a circle, he is in an awkward position in the matter of determining whether the artist's translations are good or bad—whether they accomplish an editorial as well as an artistic purpose.

5. A house magazine editor must do his own make-up, must be a good make-up man. For only he is qualified

to know the sequence in which his stories, his features and his fillers should go.

6. A house magazine editor must have a working knowledge of production. It isn't necessary that he be able to put his job on the press, adjust the guides, set the fountain, and do the make-ready. But he should know how all these things are done, in order to insure the necessary preparation for the printer which results in an economical and satisfactory product. Likewise, he should know enough about the work of the photo-engraver to be able to work intelligently and economically with him.

7. A house magazine editor should be a photographer—at least an amateur. If he's a shutter-bug himself, he'll get many usable pictures which would otherwise never be available to him. And he'll learn much about the complicated processes of photography if he cultivates the hobby.

8. A house magazine editor should be something of an artist. It is imperative that he know various art techniques and how they reproduce. And if an editor has some creative talent of his own in this direction, he will be able to get much more out of the professional artist by helping him visualize editorial ideas.

9. A house magazine editor is often his own circulation manager, and while the circulation angles of the company publication are hardly as involved as those of the general magazine, he must know the best kind of distribution methods to use for his own publication. He should know something about circulation promotion, how to maintain mailing lists, post office regulations if his publication is delivered by mail, mailing room procedures.

10. A house magazine editor has to be a salesman. He must constantly sell himself and his publication both to his readers and to his sponsor. He is a purveyor of information, of ideas, of education and entertainment—and that calls for salesmanship of a high order. He has to sell himself to his correspondents, his reporters, his assistants, as well as to his bosses, in order to get the best work out of them.

Actually there may be no one person in the field who can claim all these stars in his crown. But these ten points are things we should all strive for, qualities which are all quite possible of attainment. STET suggests a session of self-comparison with the outline above for each editor, hopes those who aren't so accomplished see where they can try a little harder—felicitates those who are!

**fine printing and engraving papers • envelopes to match**



Offset Lithography at the Edw. Stern & Co. plant

Good impressions in Letterpress,  
Offset, and Gravure are enhanced  
when Linweave Papers are used.

**Linweave**

**springfield 2, massachusetts**

WRITE MORE — AND MORE OFTEN — TO THE BOYS AND GIRLS IN SERVICE



# POST OFFICE

by EDWARD N. MAYER, JR.

Probably no one could say "it" any better or at least any more succinctly than a Post Office Official said it in a personal letter we received this week. His last paragraph deserves quoting . . . : "The House adjourned last week and the Senate will in a few days. Neither will re-convene until October 8th. **Therefore we will not hear so much about postage rates for the next three months.**"

Well maybe we won't hear as much about Postal Rate legislation—but if we're nearly as smart as we should be we'll do a lot of thinking—and some acting about the rates themselves. It's pretty apparent from where we sit that sometime this fall the House will consider bills to change second and third class rates. The boys and girls who are primarily interested in 2nd class are spending quite a bit of their time "mending their fences"—and those of us whose interest lies third class way might be very wise to do the same.

So you ask, "what can we do?" Well one thing would be to gather statistics that might come in handy later on.

★ ★ ★

First let's analyse what can be changed in third class. Obviously any change must be upward—and just as obviously the chances are the first recommendation will be to eliminate the 1c minimum rate. For more years than we care to remember we've heard Post Office Officials complain about that **minimum**.

So for the moment let's assume that the proposed rate will be 1½ cents instead of the present 1 cent. (Naturally we're talking about identical pieces of ordinary third class weighing 1½ ounces or less, and 24 page books weighing 2 ounces or less). For the same amount let's forget about the 24 page books and concentrate on the letters, cards,

**Reporter's Note:** By this time (after six previous installments) this regular monthly department needs no further introduction. But we invite all of you to correspond with Ed Mayer on any of your postal (or general) problems. Write to him c/o *The Reporter*.

circulars, etc., that are mailed for the 1c minimum.

★ ★ ★

Unless we're all wrong that classification makes up a mighty important part of the Direct Mail effort of a great many of you, both large and small.

It seems to us that it would be mighty important to have at our finger tips—ready if we ever need it (and I believe we will all too soon) the answer to some simple questions.

We have four questions—on which we would like very much to have your answers. We'll promise now: (1) Not to mention your names (2) To analyse and report on these pages the contents of your letters (3) To turn over the findings of this survey to the proper authorities of the Post Office. Will you please complete the following statements . . . and will you send your letters to me in care of *The Reporter* at 17 East 42nd, N. Y. 17, N. Y.?

★ ★ ★

- (1) We spend annually for all third class mail .....\$.....
- (2) Of the above amount, we spend annually for third class letter or (circular) mail under the 1c minimum .....\$.....
- (3) If present rates are continued in force we plan to spend annually after V-J day for third class letter mail under the 1c minimum .....\$.....

- (4) If the minimum rate is raised to 1½c we will spend annually for third class letter mail .....\$.....

★ ★ ★

. . . and thank you for your co-operation. Maybe your answers to these questions will be helpful to all of us.

★ ★ ★

We've spent some little time reading the "Swan Song" report of Postmaster General Walker. Although it's for the year ending June 30, 1944, it contains a great deal of interesting material. Some of it, we think is worth quoting here. The following excerpts have been picked at random—they are not printed for any particular reason except that they interested us and we hope will interest you.

★ ★ ★

Here's a little bit about the amount of mail sent to the boys and girls in the service:

"During 1918, in World War I, there were sent to the American Expeditionary Forces in France 35 million letters and 15 million parcels and papers. During the month of October 1944 alone there were mailed overseas to our forces more than 65 million letters, exclusive of air mail and V-mail.

"During the fiscal year 1944 there were dispatched overseas to our Army personnel about 1,482,000,000 pieces of various types of mail, which included 253,857,000 pieces of parcel post and paper mail. The number of pieces of first-class mail, practically all of which were letters, amounted to 522,116,000.

"During the fiscal year 1918 there were issued overseas to members of the American Expeditionary Forces 71,366 money orders, valued at \$2,947,389.43. In comparison, during the fiscal year 1944 there were issued to our Army forces overseas 9,251,870 money orders, valued at \$465,985,875.

"During the fiscal year 1944 there were dispatched to Navy personnel 38,000,000 pieces of V-mail and 152,282,200 air mail letters. There was a total of 272,984,477 pieces of other mail, made up of 216,971,200 pieces of first-class mail, principally letters; 55,558,624 pieces of parcel post and paper mail; and 454,653 pieces of registered mail.

"The total number of V-mail letters filmed since the inauguration of the service June 15, 1942, and up to April 1, 1945, was: Outgoing 556,413,795; incoming—510,732,850. In addition, 40,255,561 V-mail letters were dispatched from the United States in their original form.

"The free mail privilege was granted to the members of the armed forces on March 27, 1942. Tests taken in June 1944 show that the average number of pieces dispatched by each member weekly is 6.04. On the basis of 11,500,000 men and women in the forces on June 30, 1944, the Postal Establishment was handling for them at the rate of 3,611,920,000 pieces of first-class mail a year, on 568,100,000 pieces of which postage was paid."

★ ★ ★

And for you gals and guys who wonder how much mail is sent free of postage:

"Of the nearly 35 billion pieces of mail handled during the fiscal year 1944, approximately 3½ billion pieces (after excluding official mail of the Postal Establishment), or about 1 of every 10 pieces, were carried free of postage.

"This large volume of free mail consists principally of (1) official matter mailed by the executive and judicial departments and agencies of the United States Government under what is known as the penalty privilege; (2) matter sent by Members of Congress under the franking privilege; (3) letters, including V-mail, sent by the personnel of the armed forces; (4) reports, bulletins, and correspondence relating to agriculture sent by State agricultural colleges and experiment stations; (5) matter relating to the census and naturalization; (6) copyright matter; (7) matter for the blind; (8) correspondence of members of the diplomatic corps and consuls of the countries of the Pan American Postal Union; (9) matter sent by the widows of former Presidents of the United States under their frank; (10) newspaper and other publications of the second class sent by the publishers to subscribers within the county of publication.

"... In spite of efforts to curtail the volume of official matter mailed free of postage under the penalty privilege by the executive departments and independent establishments of the

Government, such mailings during the fiscal year 1944 surpassed all previous records. The number of pieces carried for other departments and agencies alone was 1,962,580,000, an increase over 1943 of 6,506,000 pieces. These non-revenue producing services for others entailed a cost of the Postal Service of more than \$35,000,000 during the fiscal year 1944.

"... The amount of franked mail, which, with a few exceptions, is that mailed by Members of Congress, was 23,970,000 pieces for the fiscal year 1944. Notwithstanding the increased work of the legislative branches of the Government, this was 5,279,000 fewer pieces than were handled in 1943, and was the smallest number mailed since 1926 with the exception of the year 1935. Further reductions are indicated for the current year."

★ ★ ★

Here's a quickie—but you might spend some of your spare time these long summer days trying to figure how many were mailed if the Post Office can only account for approximately 120,000,000. Our guess is about 15,000,000,000—what's yours?

"Business reply cards and envelopes continued to be used extensively, their advantage lying in the fact that no postage is required on those not used, while the postage on those which are used is paid by the permit holder and not by the mailer. The number of such cards and envelopes returned during the calendar year 1943 was 38,017,516 and 80,778,564, respectively, a total of 118,796,080. The postage collected thereon upon delivery amounted to \$3,920,557.64, of which \$1,187,960.80 represented the excess over that which would have been chargeable at the prepaid rates."

★ ★ ★

If you've been wondering why it's been so hard to get envelopes read this:

"During the fiscal year 1944, 770 contracts were made for a total of approximately 7,207,000,000 envelopes for the Postal Service and the various departments of the Government, costing approximately \$13,444,000.00. Of the above quantity, 1,917,459,500 were stamped envelopes for sale by the Post Office Department to the public; 1,284,000,000 were V-mail envelopes required by the War Department; 16,000,000 were war ballot envelopes for use by soldiers overseas; 110,570,000 were War Bond envelopes required by the Treasury Department and War Department; and 195,442,000 were envelopes and registry jackets for the Postal Service. In addition, 223 waiv-

ers were granted to different departments of the Government, covering the purchase of 2,724,007 envelopes costing \$11,244.75, on which delivery under contracts could not have been accomplished in time to meet an emergency."

★ ★ ★

And in conclusion—from the "Conclusion" of the report—we offer, strictly without comment:

"The Postal Service should not be used as a revenue-producing agency. It should be conducted as an organization for service only. The rates and fees for each class of mail and each special service should be generally sufficient to pay its cost of handling. When the operations of the Postal Service show a surplus it means that the public is not only paying for the service which it buys but in addition is paying a tax. When the Postal Service operations show a deficit it means that there are hidden subsidies which must be met out of the general taxes. Where there are deficits in any branch of the service, postal rates and fees should be increased on the class of mail or special service that is being handled at a loss, **unless preferential rates are authorized by Congress for some special class of mail or service.** In such cases the rates and fees for other services should be sufficient to absorb any loss."

The boldface above is ours.

## WIDE COVERAGE

Just a note to report that our story last month about the Direct Mail operation of the Department of Agriculture is getting wide circulation. The Department of Agriculture is reproducing about 10,000 copies of the ten page report and sending to State, District and County agents, and to all executives of the Department. We understand that many readers of *The Reporter* are writing in for samples of the specimens described. The Telephone Manual is particularly popular.

*The Reporter* has received quite a number of complimentary letters from Senators and Representatives in Congress, who serve on the Agriculture Committees. Some of these days we hope that we can write a similar report about some commercial organization which has installed an adequate training program for Direct Mail "public relations."

# ONE ADVERTISING MAN TO ANOTHER

by GEORGE KINTER

Dear Henry:

You have probably read the report of Curtis Publishing Company's study of cigarette sales, revealing the fact that Lucky Strike, in 1943, sold 10 billion more cigarettes than Camel at an expenditure of \$3,000,000 less for advertising and outsold Chesterfield by 23½ billion while spending \$2,238,000 less for advertising.

These results will probably be used to prove that loud, bombastic and nerve-wracking ballyhoo is the most effective advertising, and George Washington Hill will doubtless continue to fill the air waves with ear-splitting, nerve-wracking jumble of jargon.

It is my opinion, Henry, and I think others will share it, that sales figures do not always reflect the true effectiveness of advertising. Much depends upon the product itself and its appeal to the consumer. While good advertising may sell a poor product for a time, a good product will often continue to sell even after the advertising has degenerated.

I do not mean to infer that Lucky Strikes are better than other cigarettes. Cigarettes are a matter of taste to most smokers. When an inveterate smoker finds a brand that meets his taste, he usually continues to smoke that brand until he stumbles onto one that tastes better to him. While there is a lot of brand switching, I do not believe it is due so much to the "power of advertising" as it is to the "free sampling." There isn't a product on the market that gets so much free sampling as cigarettes — no product that is exchanged so much among consumers. As you know, Henry, cigarettes are passed from one to another wherever men get together, and often a smoker will find a cigarette handed him by a friend more to his taste than the brand he has been smoking and he will switch to his friend's choice. The same probably holds true with women smokers.

**Reporter's Note:** In case you missed our explanatory note last month . . . this is a new **REPORTER** department which will appear every month. For a long time, we have wanted to include a department of "candid criticism" of all advertising hokum. By spotlighting unsound advertising practices we may be able to make Direct Mail better. There's no better man for the job than George Kinter of Pittsburgh — an advertising man who edits his own local critical publication called "Advertising Highlights." We've given George a free hand and mind. No punches pulled, no blue pencil used. If he tramps on toes—we invite and welcome "come backs." The first letter by George Kinter which appeared last month has already stirred up considerable discussion by mail. If you want to join in these discussions — write George Kinter, c/o **REPORTER**, 17 East 42nd St., New York 17, N. Y.

Lucky Strike has, fortunately, blended a cigarette that suits the taste of a large number of people. Many of these people like the fags so well they would continue smoking them regardless of what kind of advertising was used to sell them, but I am sure there are also a lot of people, who like yours truly, quit smoking them in protest against the obnoxious type of advertising that has been used. I endured "Thundering Thorgason," the "Reach for a Lucky" campaign, and for awhile the inane garble of the "Tobacco Auctioneer" but I felt compelled to reach for another brand when "Lucky Strike Green Went to War."

I wouldn't say that Lucky Strike advertising hasn't influenced some sales but it is my opinion that it influenced those sales at a sacrifice of many or more sales to smokers who became fed up on the noisy and senseless radio commercials.

However, it would probably be impossible to convince G. Washington Hill that had the same expenditure been made for sane, non-irritating advertising it would not only have switched as many or more smokers to Lucky Strikes in 1943, but would have, undoubtedly,

cut down on the number that switched from Luckies to other brands.

• • • • •

There is the possibility, of course, that my "advertising arithmetic" may be all wrong, and that what I need is a course in the "School for Advertising Critics," advocated by one Duane Jones in the July issue of *Advertising & Selling*.

In case you didn't read Duane's article, here is an excerpt from it:

It seems to me that what is needed most in connection with advertising on the air is a school for critics.

Certainly nothing is more pointless — or at times more destructive — than criticism of an established procedure by those who lack both technical and economic knowledge of its functions.

I, for one, do not believe that any person not familiar with the arithmetic of advertising is competent to criticise radio commercials.

It is a well known fact that millions of dollars worth of goods are sold each year by means of radio advertising. Since the only information given out over the air concerning these goods is contained in the commercials, it cannot be denied that resulting sales stem from these advertising messages. Nevertheless, sponsors will welcome any procedure that can be counted on to improve commercials, for, if commercials grow better, advertisers will sell more goods.

Reading on I find that Duane's "arithmetic of advertising" adds up to only the dollars the advertiser can get out of it, and so long as advertising makes sales it shouldn't be criticised—even though it may annoy or even insult the intelligence of some people or belittle their opinion of advertising as a whole.

I take it that the "critics" Duane has in mind educating are those who air their criticisms in print — the critics who are criticising advertisers for the good of advertising in general. No school would be large enough to educate the critics whose criticisms are disseminated by Word-of-Mouth.



These Word-of-Mouth critics are really the ones Duane and the advertisers he upholds should fear. They have an "Arithmetic of Advertising" that is fast adding up to the answer: "All advertising is a lot of hooley."

The critics that Duane advocates a school for realize that these Word-of-Mouth critics have been irked into a career of criticism by a few selfish and greedy advertisers who tune their appeals in tempo to the thinking of those in the very lowest brackets of intelligence and the "sucker" portion of the public, and they are the only advertisers criticised by the critics Duane would educate to his "advertising arithmetic."

Note that Duane says: "Sponsors will welcome any procedure that can be counted on to improve commercials."

It appears that Duane has not been keeping up with his reading. As you know, Henry, thousands of people—buyers of the products the sponsors have to sell—have been giving tips on procedures but little attention has been paid them. Almost every month we run across reports of surveys to obtain public opinion of advertising. Here, for instance, are some highlights of a report of a survey completed by the Radio Council of Greater Cleveland:

Eight thousand questionnaires were distributed to a cross-section of Greater Cleveland, covering all economic and educational backgrounds. The following was based on 2,000 answers:

To the question of singing commercials: 15% favored them; 60% would ban them from the air, calling them absurd, badly sung, boring, cheapening product and program, cheap attention catchers, crude, condescending, inconsistent with program, juvenile, noisy, undignified, etc.

75% preferred straight spoken commercials as against 22% who disliked them.

56% like commercials that are worked in with program character of the broadcast; 44% disliked that type of commercial.

95% preferred commercials only at the beginning and end of programs.

## THE REPORTER



## Harvard hasn't been heard from ...

lately, and he better not be! We just call him Harvard on account he talks like a book. One time I borrowed some stamps from his desk and forgot to tell him and he called me a "philatelic kleptomaniac". Means a habitual stamp stealer, I think. So I tried to flatten him, but the big boss interfered. That's how we came to get this postage meter. Boy, what a relief!... No more stamps to worry about, or run out of, or stick on envelopes. With the postage in the meter, nobody can borrow it. You print any kind of stamp you need right on the envelope. Or on tape for parcel post. Seals the envelopes, too. Takes only fifteen minutes to get out all the mail for the whole office. And the meter keeps track of the postage, too. I don't know how we ever got along without it.

Find out how a postage meter can help in your office. Pitney-Bowes, largest maker of postage meters, is again in production... Check with the nearest office... or write direct for an illustrated booklet.

## PITNEY-BOWES Postage Meter

PITNEY-BOWES, Inc., 2088 Pacific Street, Stamford, Conn.  
Offices in principal cities. IN CANADA: Canadian Postage Meters, Ltd.

69% said they made an effort to buy the products of those sponsors whose shows they liked; 6% said occasionally and 25% said no.

Of those who answered whether some commercials turn listeners against products advertised, 72% said yes; 28% said no.

That last question is the most important; one that should give advertisers food for thought and cause them to turn thumbs down on any school designed to educate critics in any "arithmetic of advertising" that adds up to dollars and subtracts goodwill.

• • • • •

But to change the subject:

In glancing through the last issue of *The Reporter*, prior to giving it a thorough reading, I was stopped by four or five eight point lines in the body of Edward N. Mayer, Jr.'s article headed "Playing POST OFFICE." The lines carried the suggestion of Lawrence F. Nugent, Boston, Mass., post office clerk, that advertisers be encouraged to include their delivery zone number as part of the address given in their advertising.

It would be a swell idea if some advertisers would include an address in their advertising. For a long time I have been penting a peeve against advertisers who think they are so big and well-known as to make it unnecessary to show an address in their advertising or on their stationery.

There is seldom a day that I do not have to waste a lot of time or have some one else waste theirs in looking up addresses and I am sure a lot of other people are put to the same trouble.

Probably the worst offenders are among publishers. If you have noticed, addresses appear in very few of the advertisements selling space in national magazines. If that sounds phony, just make a check-up. I did—and I found in a single issue of one advertising journal 37 advertisements that carried no address whatsoever—not even the city. Forty-five carried no street address or post office box number—merely the name of the city sans zone number.

I realize that the large advertising agencies and others doing

business with these publications know where they are located, but there are many of us small fry as well as business concerns with no agency connections who may not be well informed.

The other day I had need for a rate and data card of a certain publication. It is a very well-known magazine but I just couldn't think where it was located. I looked up one of its ads—no address. I dug back through a number of issues—ads in all of them but nary an address in any of them. I called several friends in the advertising business (all too small to subscribe for a Standard Rate and Data book). None knew in what city the publication was located—one thought it might be in New York. I finally called the Pittsburgh News Company and got the address, but by that time I was so peeved I didn't write to the publication for the information that might have led to some business.

For years I have seen this publication's advertising in the promotional press, but having no clients who could use space in it, the absence of an address was unnoticed. Then came the big moment—the moment I was in the market for space only to find that the publication in which I was interested didn't want to do business with anyone so dumb as not to know where it was located.

Through carelessness or an overestimate of their importance, many concerns show inadequate addresses on their stationery. It is my opinion that it is to create the impression of "bigness" that actuates many concerns to confine their addresses to merely the cities in which they are located.

To curb this practice the post office would be justified in refusing to deliver mail that does not carry complete addresses. While such a rule might affect some direct mail users, it might cause some of them to keep their mailing lists more up to date.

• • • • •

Well, Henry, . . . one more gripe and I'll sign off. It has to do with these patriotic advertisers who do not allow their left hand to know what their right hand doeth. They write right-handly about the paper shortage and left-handly waste the very type of paper that is the shortest.

To my desk, just a few minutes ago, came a promotional piece from the McGraw-Hill Co., printed on one side of a 9½"x12½" sheet of 4-ply board, enclosed in a full-size envelope. It carried a message that could have been presented more effectively in a small folder fitting an envelope one-fifth the size.

The shortage of both paper board and envelopes is critical, but the McGraw-Hill folks probably figured that attention value was essential. That this piece had attention value was proved by drawing my attention to a waste of vital paper.

So-o, until I get the urge to relieve my chest again, I am,

Yours for smaller and better  
advertising until V-J Day.

Geo.

•

#### KIND WORDS

Here's a report on the result of kind words. Louis Shimon wrote and mailed the following unnecessary, but friendly, letter:

Loose-Wiles Biscuit Co.  
New York City.

Gentlemen:

Your Sunshine Cheez-it cracker is delicious!

I keep a box in the office and another one in my room at the hotel.

Only thing is, when I'm typewriting evenings, they go too darn fast.

I recommend them highly . . .

Thought you'd like to know.

In a spirit of friendliness,

(Signed) L. C. Shimon, Mgr.,  
Whitewater Cold Storage,  
Whitewater, Wisconsin.

The result reported by Louis Shimon:

"Just because I said a few kind words about a good product . . . they sent me a half dozen boxes of Cheez-it.

Was I surprised!"

That gives *this reporter* an idea . . . we'll start writing friendly notes to General Motors telling how our 1937 Buick has lasted all these long years . . . has cost practically nothing for upkeep . . . and is still humming along nearly as good as new.

#### FRAUD ORDER NUMBER 28495

Many months ago, George Ramage, advertising manager of Young America, 32 East 57th Street, New York 22, N. Y., sent us a peculiar postcard received by his wife.

Mimeographed on the card was the following:

**\$2,500.00 IN CASH! SOMEONE NOW UNKNOWN TO US WILL RECEIVE THIS CASH. IT MIGHT BE YOU**

Dear Friend: We have chosen you for the winner in the Play Ball with History contest. We can easily imagine how excited you would be to hear your name was drawn from the barrel. How lucky you are! Now we are asking you to write the answer to this question: **NAME THE SEVENTH PRESIDENT OF THE UNITED STATES, AND THE YEAR HE WAS ELECTED?** If your answer is correct we'll mail at once your reward. All you do is write on a plain sheet of paper your chosen answer and send us one dollar for handling this matter for you.

Talent Searchward Publishing Co.  
226 Third Street Chillicothe, Mo.

We asked George to have his wife send the dollar to the Talent Searchward Publishing Company . . . with the proper answer. No response was

received. So, within a month or so, we asked Mrs. Ramage to send a follow-up letter. No response received from that.

The case was turned over to the Post Office Department. After a thorough investigation, the Department issued Fraud Order No. 28495 on July 10, 1945 against the Talent Searchward Publishing Company, its officers and agents. Miss Tinnia B. Williams was the lady who thought up this new scheme of defrauding by mail.

#### NEW DIRECT MAIL ANGLE

In terming any direct mail approach "new" we realize that we are extending our editorial neck. But the following is something which we have not seen before, and it impresses us as eminently sound.

Crookes Laboratories mailed to physicians an extremely attractive booklet, consisting of sixteen pages and cover, on their colloidal sulphur preparation, Collo-Sul Cream. Attached to the cover was a small, note-size slip of paper, which measured 3½" x 5". On the front side

of this slip, in facsimile typewriter type, appears the following message: "Doctor — The 'Therapeutic cleansing' techniques outlined in the attached booklet are working out so well in clinical practice that I commend them to your serious consideration. Use the back of this slip if you'd like a sample of Collo-Sul Cream. Sincerely yours, Crookes Laboratories, Inc., E. A. H. King, Vice President."

The reverse side of the slip is a convenient form for requesting a sample.

Obviously, the effect of this device is two-fold. It is, as we see it, an adroitly planned buildup which increases readership of the entire booklet by an appreciable percent.

Secondarily, it makes the job of requesting a sample quite easy for the physician, and the novelty of the approach probably increased the returns.

As reported in June 1945 issue of Medical Marketing, often-mentioned-here house magazine of Medical Economics, Inc., Rutherford, New Jersey.

## IT'S *Beginning!*

*Direct Mail is picking up. We are beginning to see signs of it.*

More and more people are checking with us on postwar Direct Mail plans and copy slants. We firmly believe that after the war, Direct Mail is going to see the biggest boom in its history. Imagine all the new catalogs, information booklets, dealer manuals, etc. which will materialize when industry goes back to peacetime selling!

## IF *You Like . . .*

this issue and if you are not a regular reader of *The Reporter*, you will be doing yourself a big favor by subscribing now. Know what is going on in the Direct Mail field by following this monthly digest of Direct Mail Ideas. If you are a subscriber . . . how about showing this copy to a friend?

Subscription Rate \$3.00 Special Two-Year Rate \$5.00

### THE REPORTER

17 East 42nd St., New York 17, N. Y.



Here is a paper to satisfy the experts — in color, in texture, in printing surface.

# ECUSTA

*Fine Flax Paper*

Suitable for offset, gravure, or letterpress reproduction, Ecusta paper has quality, dignity and distinction.

**ECUSTA PAPER CORPORATION**  
PISGAH FOREST • NORTH CAROLINA

*Fine Flax Air Mail . . . Fine Flax Writing . . . Bible Papers*  
*Special Makeready Tissue . . . Thin Paper Specialties*



# POSTWAR REHABILITATION

## In Graphic Arts and Direct Mail

That's a subject being widely discussed in Graphic Arts circles. Many plans are being formulated. In many Advertising Clubs, Direct Mail men are taking the lead in operating Vocational Guidance programs for returning servicemen. By request, we are reprinting on the opposite page, the chart which first appeared in *The Reporter* for March 1940. The New York Advertising Club is using reprints of this chart to give to servicemen interested in advertising at the regular Tuesday night meetings.

To our friends around the country interested in similar work we say... go ahead and reproduce this chart without further permission or credit and use locally to help returnees get placed in advertising.

While on the subject... we like the report just released in Provincial's Paper, house magazine of Provincial Paper Limited, 388 University Avenue, Toronto, Canada. An article by Lee Merrill about the rehabilitation program of Rapid Grip & Batten, Limited, one of Canada's largest engraving houses.

Here are the highlights.

Recently a questionnaire was addressed to former employees of Rapid Grip & Batten, Limited, in the Armed Forces seeking information on their hopes and aspirations. Of 78 sent out 58 have been returned to date. All 58 said "Yes" to the question: "Do you intend to return to RGB after the war?" In answer to the question "Do you want to return to the same department?", 46 said "Yes", 6 said "No" and the remainder did not answer the question. The 6 who answered in the negative want to try out in other departments where they feel there is a better opportunity for advancement. Fourteen out of the 58 indicate they intend to marry some time after getting into "civvies"; while 22 others want to build new homes.

The questionnaire provided space for general remarks. A number of

the men indicate their concern for the future. One said: "All of us are constantly wondering (and worrying!) about our old jobs—can we get them back and if so, can we hold them?" The same man added: "Your indication that you expect to see them back will do a great deal to boost their morale and approach the thoughts of postwar employment with more confidence." The same note was repeated in enough of the replies to indicate this subject is one on which the man on Active Service gives plenty of spare-time thinking.

Some wanted time in which to rehabilitate themselves after the rigours of war. Others are inquiring about the company's stand on the educational facilities which the government is providing the ex-serviceman.

Another topic which was mentioned several times is the matter of salary where the marital status of the ex-employee has changed since he joined up. The feeling was expressed that a man who has acquired a wife and possibly a child in the war years while away from the firm should receive a higher wage on his return. On this score the company has already adopted a policy. The same consideration that is extended to the young man who is coming along, showing promise, with a good employment record, will be extended to the ex-serviceman.

Seven former employees have returned from Active Service to Rapid Grip & Batten, Limited. One, a former salesman, expresses no special feelings except to be glad to return. He also feels that service in the Armed Forces has done a lot for him, given him a new perspective on life. He stressed the difference between civilian and army life as being mainly that of a feeling of security and absence, in a large degree, of many responsibilities. He said that contrary to general opinion, being in the Armed Services gives one a different sense of security! Food and clothing are

taken care of; allowance for wife and family goes out direct.

Responsibilities attached to civilian life:—such things as home responsibilities, (even such things as carrying out ashes and watering the lawn)—are absent from Army life. Absent, too, is the sense of competition one associates with business life. In this respect, he said life in the Armed Forces is easier. A result of this is a friendlier atmosphere and a different kind of fraternity among men. These are things, which, said this man, are going to be missed most by men demobilized.

From amongst the other returned men interviewed, it is learned that no special feelings about returning to prewar jobs exist, except the feeling that, as expressed in one case, the man feels there has been a two-year blackout during which time he has made no gains up the ladder of success nor has he increased his general knowledge sufficiently to make him worth more to the company. He feels that without the two years overseas he might be closer to his goal in the organization and while he is impatient to get closer to that goal, he is reasonably content to occupy a service position where he is needed most until the opportunity arises. In this connection, the company is just as anxious to put this chap in the line of work he wants to follow.

This chap feels there is no real difference between trying to get ahead in postwar years as in prewar years. He does not expect, on the basis of his service record, to have anything handed to him on a platter.

Contrary to popular belief, the idea that the "world owes him a living" is not uppermost in the mind of the serviceman returning now. Generally speaking, they ask no special favours and present no peculiar mental hazards. From the Graphic Arts, they will expect only the same opportunities that were theirs before they "went Active".

JOBS IN ADVERTISING

# JOB IN ADVERTISING

## EDUCATION : College Preferred

Important subjects : English, Literature, History, Economics, Logic, Psychology, Marketing, Accounting, Geography, Salesmanship

## CHARACTERISTICS : Extraverts Preferred

Intuition, Imagination, Enthusiasm, Good Sense, Poise, Thoroughness, Fact, Versatility, Confidence, Broad Vision, Honesty - and love of people

## TRAINING : Selling Preferred

Sell something. Take any of the lower steps...as long as the way up is wide and clear

ALSO  
STUDY  
SHOWMAN

## (1) SELLING (2) RESEARCH\* (3) CREATIVE (4) PRODUCTION (5) MANAGEMENT

The Advertising Field can be Classified into Five Basic Divisions. Your Education, Characteristics and Training may indicate division in which you belong. You may elect to (1) sell advertising; (2) enter research field; (3) be a creator of plan, copy or layout; (4) engage in production of advertising; or (5) scale the heights and supervise or manage advertising activities.\* Research might include Educational and Editorial Work in Advertising.

### THE MEDIA

You can sell or promote the use of the various advertising media. If you go to other fields you should know scope, advantages, limitations, uses and techniques of each media.

Newspapers  
Magazines  
Business Papers  
Farm Papers  
Radio  
Car Card  
Out Door  
Display  
Business Film  
Premiums & Novelties  
{ Direct Mail  
\* Direct Advertising  
{ Mail Order

\* All included as "Direct Advertising"

### THE COUNSELLORS

You can enter ranks of counsellors...ranging from individual free-lancers to the Advertising Agency. Top positions require thorough training and experience in all lower steps.

Possible Positions  
(1) Office Boy to President  
(2) Account Executives (Salesmen - Contact)  
(3) Departments  
Research & Planning  
Copy  
Art... Design... Layout  
Media Selection  
(Space Buying)  
Production Supervision  
Specialized Promotion  
(Such as... Radio, public relations, sales training, etc.)

### THE SUPPLIERS

You can enter through supplier field by selling or promoting the supplies or equipment used by Advertising. Offers good training in basic fundamentals of advertising techniques.

Jobs may run from office boy to sales or Advertising Manager in  
Paper Mills  
Envelope Manufacturers  
Type Founders  
Manufacturers of Equipment used in any Advertising Production.  
Ink and miscellaneous supply manufacturers.

### THE PRODUCERS

More people engaged in this division than any other. The selling or creative phases of advertising production are profitable...and furnish valuable experience.

Jobs from cub salesmen to owners of individual producer organizations  
Artist or Art Studio  
Commercial Photography  
Engraving  
Lithography  
Printing  
Binding  
Finishing  
Die-Cutting  
Letter Shop  
Addressing & Mailing  
List Compilation  
Novelty or Premium Manufacturing.

### THE ADVERTISERS

More opportunities for independence and creative work than in any other division of Advertising. Everyone in Business Uses some form of Advertising. In a small business, the proprietor may be the advertising manager; in a large business the advertising department may have many ramifications.

### MAJOR DIVISIONS

- A. National Advertisers
- B. Selective Advertisers
- C. Local Advertisers

### CHARACTER DIVISIONS

- A. Manufacturers
- B. Retailers
- C. Wholesaling or Dealers
- D. Service Organizations
- E. Philanthropic or Associations
- F. Mail Order

### INDUSTRIAL DIVISIONS

- Automotive
- Beverages
- Building Materials
- Business Services
- Community
- Construction
- Department Stores
- Educational
- Financial
- Food Products
- Fuel and Heating
- General Retailing
- Home Furnishing
- Insurance
- Machinery and General
- Paint and Varnish
- Personal Service
- Petroleum
- Pharmaceutical
- Public Utilities
- Publishing
- Real Estate
- Recreational and Hotel
- Social Service
- Textile
- Transportation
- Wearing Apparel

Jobs may run from minor assistant in Advertising Department to Manager, Owner, President, etc. Departments: Clerical, Copy, Art, Mailing Lists, House Magazine Editor, Production supervisor or any job that aids in producing more business through advertising.

## Looking Forward to YOUR SUCCESS

1. Think Broadly... and gain a full conception of this whole field of advertising.
  2. Plan carefully to enter the phase of advertising for which you are best qualified.
  3. Concentrate on this phase...to build toward your ultimate goal...through study and application...never losing sight of the broader aspects.
- If you are capable and energetic Your Reward should be*
1. Happiness in a work you like.
  2. Satisfaction... in a job well done.
  3. Income... dependent upon your ability to sell the value of your ABILITY to increase or maintain results from Advertising.

## TOTAL ADVERTISING EXPENDITURES IN 1939



This Chart not copyrighted... 1940  
by Publishers of New Yorker  
17 East 42nd Street... New York



When you think of mailing-lists—  
think of GUILD

76 NINTH AVENUE  
NEW YORK 11, N. Y.  
Chicago Office, 7 So. Dearborn St.

## WANTED . . .

Man who can write letters that sell to take charge of direct mail department of a large concern. Excellent opportunity for the right man. All answers held in strict confidence.

Address Box 702, c/o THE REPORTER, 17 East 42nd St., New York 17, N. Y.

## CLASSIFIED ADS

### EQUIPMENT

MULTIGRAPHS, MIMEOGRAPHS, Folding Machines and Attachments — Sold, Bought, Traded-In and Repaired. Write us your requirements. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

### HELP WANTED

**YOUNG MEN:** A well-established direct-mail agency in New York City, preparing for post-war expansion, has openings for several young men.

No worldbeaters, just men of ordinary intelligence and ability, but they must be agreeable, dependable, ambitious and willing to learn.

Manufacturing as well as personal service is involved, so they must be prepared to get their hands dirty on occasion. Those who prove adapted will be taken into the firm. Starting salary \$30-\$40.

Box No. 121, *The Reporter*, 17 E. 42nd St., New York 17, N. Y.

One of the men, who came with us in 1944 as errand boy (etc.), at \$60 per week and worked up to shipping clerk (etc.), drew \$1,000 bonus the first year.

### LETTERHEADS

**EVERY EXECUTIVE SHOULD READ** "Letterhead Design and Manufacture," by Fred Scheff, 225 pp., 8½ x 11, 125 illustrations. "EXCELLENT" Printers' Ink. Mail \$5.00 to Fredericks Co., 68 Nassau St., New York 7, N. Y. Money refund guarantee.

### MAILING LISTS

HAVE 500,000 recent names of farm and small town women buyers of clothing and needlework by mail. Each buyer purchased from \$1 to \$15. We will address for only a few selected mailers. Complete information on request. Only reliable concerns will be considered. Give references. R. E. Knight, Box 33, Sesser, Illinois.

## HELP WANTED

PROGRESSIVE PUBLISHER offers opportunity to man under 30, experienced in mail order office routine and bookkeeping. Box 701, *The Reporter*, 17 E. 42nd St., New York 17, N. Y.

### MULTIGRAPHING SUPPLIES

RIBBONS, INK AND SUPPLIES for the Multigraph, Dupligraph and Addressograph Machines. We specialize in the re-manufacturing of used ribbons. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

### STARTING IN AGAIN

Haven't had occasion to take a crack at this sort of thing for the past few years . . . but it seems to be starting again. We refer to the duplication of names on a mailing list.

We've harped on the importance of mailing lists for years. Wanton wastefulness of paper and postage always annoys us. Cas Ronkin of the Marbridge Printing Company, New York City sent us the evidence on two "horrible examples."

The worst offender is the Philosophical Library, Inc., 15 East 40th Street, New York 16, N. Y. They sent eleven identical pieces to a client of Cas' in Brooklyn. All eleven envelopes bear the same address, eight of which appear to be addressed on the same typewriter. The other three might have been addressed on another typewriter, or it may simply have been the same typewriter with a new ribbon.

The other example isn't quite as bad . . . four identical pieces addressed to this same firm in Brooklyn sent out by The Garrard Press of Champaign, Illinois. All addressed in what looks to be the same typewriter.

We realize that it's not always possible to avoid some duplication . . . but eleven of them is very bad. It adds up to too much postage lost . . . too much paper wasted. Checking and correcting mailing lists is hard work. If you want to avoid duplications and a chance of appearing ridiculous to the firms you are trying to sell . . . it is very necessary work.



**BROADCAST  
YOUR BIG  
NEWS**

Tension designed envelopes can do a real advertising job for you. Your message attractively illustrated on the face and back of the envelope is broadcast without extra circulation cost.

TENSION KNOWS HOW

Serving the Government and Our Civilian Customers

**TENSION ENVELOPE CORP.**

New York 14, N. Y.  
345 Hudson St.

St. Louis 3, Mo.\*  
23rd & Locust

Minneapolis 15, Minn.\*  
500 South 5th St.

Des Moines 14, Iowa\*  
1912 Grand Ave.

Kansas City 8, Mo.\*  
19th & Campbell Sts.

\*Originally Berkowitz Envelope Co.





"Dear Friend: May we call your attention to our special shipment of stunning one-piece bathing suits?"

### ARE YOU REACHING THE RIGHT PEOPLE?

For your next mail promotion use a list of *right* people . . . people who are *known* to be buyers of products and services similar to your own. We don't own lists but we do know where to get them . . . 2,000 privately owned lists—more than 80 million names—are registered with us and available on a *rental* basis. Cost is low—service is fast. Tell us the people you want to reach—we'll make suggestions without obligation.

#### D-R SPECIAL LIST BUREAU

(DIVISION OF DICKIE-RAYMOND, INC.)

80 Broad Street Boston 10, Mass.

## AHREND CLIENTS

have won

# 12

## NATIONAL AWARDS IN THE LAST 3 YEARS

Your Inquiry is Invited



Planning, Creating and Producing  
**RESULTFUL**  
Direct Advertising

**D. H. AHREND CO., INC.**

52 DUANE ST., NEW YORK 7, N. Y.  
WO 2-5892

THE REPORTER

□ **25th ANNUAL REPORT** — of Pitney-Bowes, Inc., Stamford, Connecticut. Size 8½" x 11", 16 pages and covers. Printed in black, red and silver. Solid silver borders appear along outside strip of all pages, and the red is used for spots (mostly to show up the Postage Meter indicia). Very well printed and illustrated. Tells a complete and easy to read story of the firm's growth and the current war use of equipment. The financial statement occupies three pages in back of report, and the back cover, printed in solid silver, shows charts giving the progress of metered mail in the United States and Canadian Postal Services. A fine job throughout.

□ **AND IN 1870**—the 75th Anniversary booklet of the Minnesota Linseed Oil Paint Company, 1101 Third Street, South, Minneapolis, Minnesota. Size 8½" x 11", 24 pages. Covers a short history of the long business life of the company. Whoever was responsible for this report, dug down deep in old files for illustrations and photographs. Shows pictures of old mills, inside shots of

stores that carried the Minnesota line back in the "good old days", and specimens of the advertising used. Old-time type headings lend their support. Red and blue used on front and back covers. No color inside book. Front cover is attractive and shows collection of 1870 bibelots. Letter from President of company on page 1 includes listing of old dealers and covers the period from 1870 to 1902. A well planned 75th Anniversary report.

□ **PATHWAY TO EXECUTIVE SUCCESS** — a management-idea book published by the Hammermill Paper Company, Erie, Pennsylvania. Size 4¾" x 6¾", 24 pages and covers. A recent edition to the Hammermill pocket series of management-idea books. Three subjects covered in the book are—how individuals progress; how they can plan for success and how they can apply the principles of success to their own careers. Pretty important and interesting topics to businessmen. The book is free. You can get a copy, if interested, by writing direct to Hammermill at Erie.

When you want to **KNOW**...go to an expert!



It's hard to go wrong in purchasing paper of quality... if you solicit your printer's recommendation beforehand! His business demands that he be an expert in selecting paper...which helps to explain the quality reputation Rising papers have earned among printers. And in technical papers, too, Rising quality has long stood out. Rising Paper Company, Housatonic, Mass.

Ask your printer...he **KNOWS** paper!



# Rising Papers

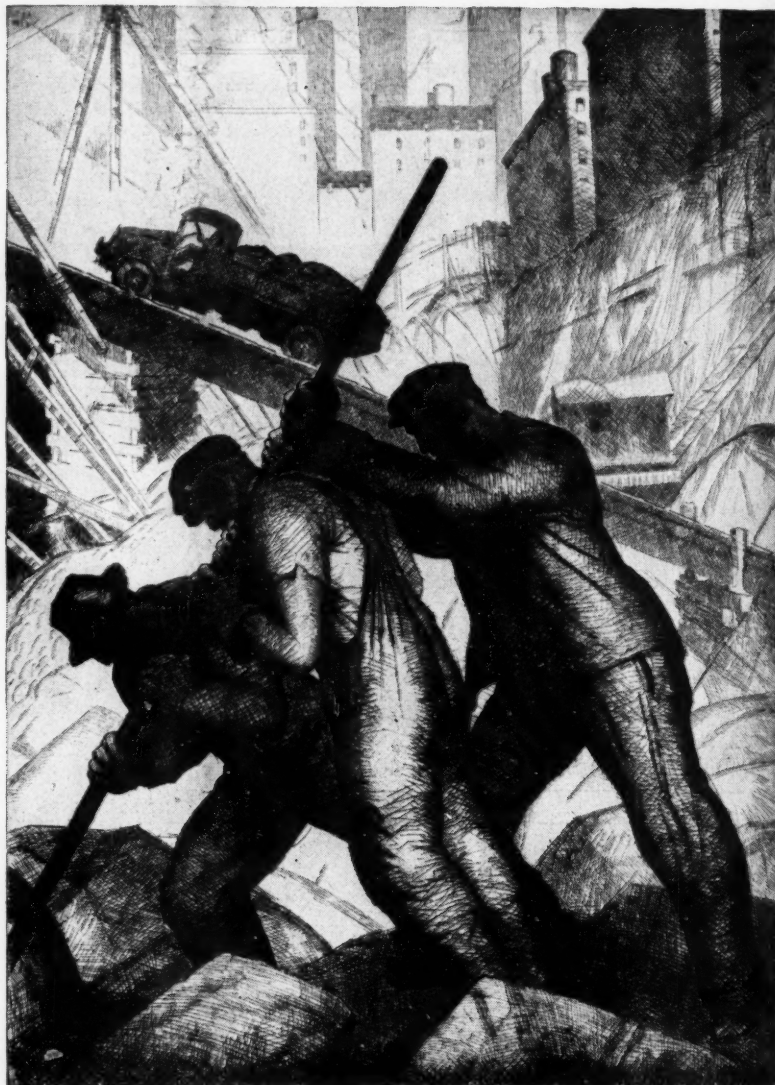
PRINTING AND TECHNICAL

## ONE COULDN'T DO IT ALONE!

No single one of us alone could have handled the problems arising from the serious war-time shortage of paper. With an all-out war with Japan ahead of us, it still needs the combined efforts of all concerned, from the mill to the ultimate user of paper.

Fortunately, the necessary cooperative spirit showed itself from the very start. Mills and distributors have worked together to spread out the supply as fairly as possible. Buyers of paper have shown an amazing degree of ingenuity in fitting the job to the paper available.

Out of this wartime teamwork has come a stronger industry, with a new awareness that the problems of one are the problems of all . . . to be best solved through continued cooperation. International Paper Co., 220 East 42nd St., New York 17, N. Y.



*Lithograph by James E. Allen*

**INTERNATIONAL  
PAPERS**

*for Printing  
and Converting*



